

From: Josh Kreger
Sent: Tuesday, October 13, 2015 3:40 PM
To: Jessica Lall <jessica@southpark.la>
Subject: RE: Reminder: Thursday's Interactive Session Focused on Small Business in Los Angeles - 10/15

I wasn't. I have the talk with the Department of Planning staff and a number of meetings that day.

Josh Kreger
Director of Real Estate & Planning



South Park Business Improvement District
Celebrating 10 Years
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view commercial vacancies at: www.southpark.la/vacancies

From: Jessica Lall
Sent: Tuesday, October 13, 2015 1:18 PM
To: Josh Kreger <josh@southpark.la>
Subject: FW: Reminder: Thursday's Interactive Session Focused on Small Business in Los Angeles - 10/15

Were you going to this?

Jessica Lall
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From: Amanda Daflos <amanda.daflos@lacity.org>
Date: Tuesday, October 13, 2015 at 12:17 PM
To: Amanda Daflos <amanda.daflos@lacity.org>
Subject: Reminder: Thursday's Interactive Session Focused on Small Business in Los Angeles - 10/15

Good Morning:

We looking very forward to seeing you **Thursday at 10AM** at the REEF for what promises to be a productive and interactive session focused on small businesses. If you have not RSVP'd, it would be most appreciated if you could do that today - we have a fantastic group of participants and greatly value your participation.

Below is the original email and invite attachment which include all of the information you will need. We are looking forward to seeing you Thursday.

Regards,
Amanda

Dear Friend:

On behalf of the Innovation Team in the Los Angeles Mayor's Office of Budget and Innovation I am pleased to invite you to join us next Thursday, 10/15 for an intimate and interactive session focused on supporting the small business culture in Los Angeles.

We are excited to have IDEO, a global leader in user centered design, with us to facilitate this session which will be interactive and enable us to roll up our sleeves and prototype tools to support small businesses in Los Angeles. You are part of a small group of individuals who have been selected because of the role you play in the City of Los Angeles and we are excited to have with us; we sincerely hope you can adjust your schedule to join us for this important, one of a kind session.

Please let me know if you have any questions - we look forward to your RSVP.

Regards,
The Innovation Team

RESOURCES:

About IDEO:

<https://www.ideo.com/>

About User Centered Design:

Talk by David Kelley, IDEO Founder, About Human Centered Design.

http://www.ted.com/talks/david_kelley_on_human_centered_design

Talk by Tim Brown, now CEO, of IDEO about Creative Process: http://www.ted.com/speakers/tim_brown

About Innovation Teams:

<http://www.bloomberg.org/program/government-innovation/innovation-teams/>



Amanda Daflos
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